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Interactive Multimedia 1

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CISY 114-02X

4/6/17

Interactive Multimedia Project 2 PowerPoint User Persona Document

For my Project 2 Interactive Multimedia PowerPoint about the history of cinema, I put a lot of thought into wondering who would be the prime audience I would focus on to structure the presentation of my PowerPoint to play well to that particular demographic. After some time, I decided on three potential user personas.

The first one will be a college student who is currently studying a film major. The user’s age demographic will be around the age of 17 thru 24, the usual age for most college students either in a major college or university, a community college setting, or other forms of school or vocational training. One of the things to keep in mind with this group is to create a navigational system that will not be too complicated. Basically, I will have to focus equal attention on how I am going to design all the navigational elements which allows the user to move thru the PowerPoint back and forth with ease. Secondly, I would be mindful that although I want to make a very detailed project about film, I must make sure that the material is not so heavy in detail that the user would get bored and lose interest very quickly. The time factor of presentation would also have to be considered since I have to present all main points of each slide within a given time frame of 5 minutes or so. So the amount of slides and information will determine the length of time needed to present.

The second user persona would be a college professor who is teaching the same major to a similar group as user persona 1. The PowerPoint will be a helpful resource the instructor could present to his or her fellow students that will assist them to understand and appreciate film’s evolving journey. Due to the PowerPoint’s design, it will hopefully make the professor’s lecture an interesting lesson the class will enjoy. The considerations for this user persona is that the professor will have to access this educational source and present it to the class quickly since a typical class period usually takes two hours or less. Every typeface or text will have to stand out in order for students to copy down the important points from the PowerPoint for them to study easily. Every navigation button has to be ready for the professor to click and the text displayed on the arrows has to clearly show him or her what direction the PowerPoint will go when they click on the arrow. Nothing annoys a professor more than a user friendly PowerPoint that’s not user-friendly.

And the final user persona, would be an ultimate movie lover. From my current experience at RVCC, I have interacted with people who have favorite movies they like to watch. I feel that my PowerPoint presentation will be designed to thoroughly fascinate these fans of cinema. For example, if a user is a huge fan of the *Star Wars* franchise, then one of the PowerPoint slides will highlight how those lightsabers and action sequences were able to come to life due to the groundbreaking developments of special effects. My hope is that these type of users will have a great respect for the filmmaking process that it inspires these film lovers to make a name for themselves in movies. One director that will be mentioned in the project the final user persona may be interested in learning about is Quentin Tarantino. Before he became one of the greatest directors of our time, Tarantino, who had an expansive knowledge of classic movies, got his start working as a video store clerk. Over 20 years later, with a talent for writing scripts and a creative mind, Tarantino continues to make films that both shock and awe audiences. But in order for this presentation to make this ambitious goal come true, I would have to keep in mind that like all of us who love to go to the movies, we must be hooked to a story from the start. This is where the five building blocks of multimedia play an integral part in the affectability of this presentation working and making a movie buff's PowerPoint experience worth it. Like the film student and professor, I have to keep in the back of my head that the final user may not be a highly technical person, so I must create a navigation system that moves thru the slides with facility.

With the information about the three potential users of this interactive multimedia presentation, I can hopefully use this resource as a design blueprint. From writing this analysis, I am starting to realize that creating a new multimedia product does not just start with thinking about the structure and getting straight to building, but it also takes a lot of research to figure out who is your target audience. This is the same logic that people in advertising or any business must do in order to ensure whatever they're selling will go to the right demographic and be successful. In the process, I am experiencing how user personas play an essential role in whatever presentation I create now and in the near future.